

Nadia ABOU NABOUT

Full Professor

Head of Institute for Interactive Marketing & Social Media

WU Vienna

CONTACT INFORMATION

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1020 Vienna
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Links [University profile page](#)
[SSRN author page](#)
[Google Scholar page](#)

EDUCATION

2009-2012 **Doctorate in Business Administration and Economics**
Goethe University Frankfurt, Germany

2007-2009 **MBA in Business Administration and Economics**
University of Wuppertal, Germany

2007-2008 **Visiting Student (Erasmus/Socrates)**
University of Birmingham, United Kingdom

2003-2007 **B.Sc. in Business Administration and Economics**
University of Wuppertal, Germany

ACADEMIC EXPERIENCE

since 9/2014 **Full Professor & Head of [Institute for Interactive Marketing & Social Media \(IMSM\)](#)**
WU Vienna, Austria
4/2018-6/2019 on maternity leave

3/2014-8/2014 **Tenure Track Professor of Technology Marketing**
Technical University Munich, Germany

3/2013-7/2013 **Visiting Scholar**
Özyeğin University, Istanbul, Turkey

2012-2014 **Postdoctoral researcher**
Goethe University Frankfurt, Germany

12/2011 **Visiting Scholar**
University of Maryland, USA

2009-2012 **Research Assistant**
Goethe University Frankfurt, Germany

AWARDS, RESEARCH GRANTS, & SCHOLARSHIPS

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| Research Honors/ Best Paper Awards | <ul style="list-style-type: none">• Researcher of the Month (video available here), WU Vienna, Austria• Best Paper Award 2012, International Journal of Research in Marketing• Runner-Up for Dean's Publication Award, Goethe University Frankfurt, Germany• Finalist in Gary L. Lilien ISMS-MSI Practice Prize Competition (video of presentation available here) |
| Dissertation Awards | <ul style="list-style-type: none">• Stiftung Industrieforschung (Winner)• EMAC-McKinsey (Winner)• Vodafone-Stiftung für Forschung (Winner)• EHI Retail Institute and GS1 Germany (Winner)• Emerald/EFMD (Winner)• Horizont Stiftung (Winner)• McKinsey & Company (Second Place)• Industrie- und Handelskammer Frankfurt a.M. (Winner)• Alcatel-Lucent Stiftung (Winner) |
| Research Grants/ Student Scholarships | <ul style="list-style-type: none">• Faculty's "Forschungstopf," Goethe University Frankfurt, Germany• Wharton Customer Analytics Initiative, The Wharton School, University of Pennsylvania, USA• Friends and Supporters, Goethe University Frankfurt, Germany• Erasmus/Socrates of the German Academic Exchange Service, Germany |

CONSULTING & INDUSTRY PROJECTS

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| Consulting | <ul style="list-style-type: none">• Workshop on digital marketing, UNIQA Versicherungen, Vienna, Austria• New Austrian law introducing a digital advertising tax, Bundesministerium für Finanzen, Vienna, Austria |
| Industry Projects | <ul style="list-style-type: none">• Usage of data in real-time bidding (incl. industry funding), Havas Media, Frankfurt, Germany• Real-time bidding and automated trading in digital media markets (incl. industry funding), Interactive Media, Darmstadt, Germany• Bidding optimization in search engine advertising, SoQuero, Frankfurt, Germany |

PHD-SUPERVISION & COMMITTEE MEMBERSHIP

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| First Advisor | <ul style="list-style-type: none">• Alicja Grzadziel, in progress (since December 2020), WU Vienna• Ugurcan Dünder, in progress (since April 2020), WU Vienna• Christian Hotz-Behofsits, in progress (since November 2016), WU Vienna• Christina Uhl, in progress (since November 2015), WU Vienna• Sila Ada, PhD, defense in October 2019, WU Vienna |
| Committee Member | <ul style="list-style-type: none">• Prof. Dr. Nils Wlömert, habilitation in November 2020, WU Vienna• Dr. Cristina Cabanillas, habilitation in June 2020, WU Vienna |

- Dr. Katerina Makri, habilitation in June 2020, WU Vienna
- Prof. Dr. Ulrike Kaiser, habilitation in February 2018, WU Vienna
- Dr. Silke Hieke, defense in November 2017, advisor: Martin Schreier, WU Vienna
- Dr. Martin Stange, defense in January 2017, advisor: Burkhardt Funk, Leuphana Universität Lüneburg
- Dr. Markus Hagenmeier, defense in February 2016, advisor: Christina Raasch, Technical University Munich

EDITORIAL RESPONSIBILITIES

Editorial	• International Journal of Research in Marketing
Review Board	• transfer Zeitschrift - Werbeforschung & Praxis
	• Schmalenbach Journal of Business Research
Ad-hoc	• Management Science
Reviewer	• Marketing Science
Journals	• Journal of Marketing
	• Journal of Interactive Marketing
	• PLOS ONE
	• Production and Operations Management
	• BISE/Wirtschaftsinformatik
	• Electronic Commerce Research Journal
	• Journal of Marketing Behavior
	• Journal of Media Economics
Ad-hoc	• EMAC
Reviewer	• EMAC Regional Conference
Conferences	• Verein für Socialpolitik
	• European Conference on Information Systems
Other	• Netherlands Organisation for Scientific Research (NWO)
	• Deutsche Forschungsgemeinschaft (DFG)
	• Stiftung Industrieforschung

REFEREED JOURNAL PUBLICATIONS

- E. Shehu, Abou Nabout, N., and Clement, M. (2020): The Risk of Programmatic Advertising: Website Quality Effects (October 21, 2020). *International Journal of Research in Marketing*, forthcoming. Available at SSRN: <https://ssrn.com/abstract=3524447>.
- N. Abou Nabout (2015): A Novel Approach for Bidding on Newly Set-Up Search Engine Advertising Campaigns. *European Journal of Marketing*, 49(5/6), 668 - 691.
- N. Abou Nabout, Lilienthal, M., and Skiera, B. (2014): Empirical Generalizations in Search Engine Advertising. *Journal of Retailing*, 90(2), 206-216.

- B. Skiera and Abou Nabout, N. (2013): PROSAD: A Bidding Decision Support System for PProfit Optimizing Search Engine ADvertising. *Marketing Science*, 32(2), 213-220.
Finalist in the Gary L. Lilien ISMS-MSI Practice Prize Competition
- N. Abou Nabout, and Skiera, B. (2012): Return on Quality Improvements in Search Engine Marketing. *Journal of Interactive Marketing*, 26(3), 141-154.
- N. Abou Nabout, Skiera, B., Stepanchuk, T., and Gerstmeier, E. (2012): An Analysis of the Profitability of Fee-Based Compensation Plans for Search Engine Marketing. *International Journal of Research in Marketing*, 29(1), 68-80.
Best Paper Award in International Journal of Research in Marketing in the Year 2012

WORKING PAPERS & SELECTED WORK IN PROGRESS

- S. Ada, Abou Nabout, N., and McDonnell Feit, E. (2019): Placement Disclosure in Ad Auctions: Evidence from a Policy Change (August 5, 2019). Available at SSRN: <https://ssrn.com/abstract=3432728>.
- C. Uhl, Abou Nabout, N., and Miller, K. (2020): How Much Ad Viewability is Enough? The Effect of Display Ad Viewability on Advertising Effectiveness (August 24, 2020). Available at SSRN: <https://ssrn.com/abstract=3680492>.
- I. Ahmadi, Abou Nabout, N., Maleki, E., and Skiera, B. (2020): Why Advertisers Should Not Target Narrow Audiences: Insights from Spotify Ad Studio.
- M. Stange, Abou Nabout, N., Uhl, C., and Funk, B. (2019): The Reduced Customer Revenue of TV-Induced Online Shoppers.
- C. Hotz-Behofsits, Wlömert, N., and Abou Nabout, N. (2020): More than a Feeling: The Relevance and Versatility of Emotions on Social Media.

INVITED PRESENTATIONS

Placement Disclosure in Ad Auctions: Evidence From a Policy Change (S. Ada, Abou Nabout, N., and McDonnell Feit, E.)

- Female scientists / GRK privacy and trust, TU Darmstadt, 2019
- SALTY conference, University of Hamburg, 2017

The Risk of Programmatic Advertising: Website Quality Effects (E. Shehu, Abou Nabout, N., and Clement, M.)

- Kommissionstagung Marketing, University of Münster, 2018
- KU Leuven-Vlerick marketing camp, KU Leuven, 2016
- 2. Passauer Digital-Marketing-Konferenz, University of Passau, 2016

The Reduced Customer Revenue of TV-Induced Online Shoppers (M. Stange, Abou Nabout, N., Uhl, C., and Funk, B.)

- Feld M Wissensdurst 08, Feld M, 2017
- Online-Marketing-Konferenz (OMK), Lüneburg, 2017

CONFERENCE PRESENTATIONS

Placement Disclosure in Ad Auctions: Evidence From a Policy Change (S. Ada, Abou Nabout, N., and McDonnell Feit, E.)

- Workshop on Information Systems and Economics (WISE), Munich, Germany. 2019.

- Proceedings of the 39th INFORMS Marketing Science Conference, Los Angeles, USA. 2017.
- Proceedings of the 46th Conference of the European Marketing Academy (EMAC), Groningen, Netherlands. 2017.

How Much Ad Viewability is Enough? The Effect of Display Ad Viewability on Advertising Effectiveness (C. Uhl, Abou Nabout, N., and Miller, K.)

- 31st Doctoral Colloquium of the European Marketing Academy (EMAC), Glasgow, United Kingdom. 2018.
- Proceedings of the 47th Conference of the European Marketing Academy (EMAC), Glasgow, United Kingdom. 2018.
- Proceedings of the 40th INFORMS Marketing Science Conference, Philadelphia, USA. 2018.
- Theory and Practice in Marketing (TPM) Conference, Los Angeles, USA. 2018.

Less is more: Effect of ad clutter in online display advertising (S. Ada and Abou Nabout, N.)

- Proceedings of the 47th Conference of the European Marketing Academy (EMAC), Glasgow, United Kingdom. 2018.
- Proceedings of the 40th INFORMS Marketing Science Conference, Philadelphia, USA. 2018.
- Proceedings of the 39th INFORMS Marketing Science Conference, Los Angeles, USA. 2017.
- Proceedings of the 46th Conference of the European Marketing Academy (EMAC), Groningen, Netherlands. 2017.

More than a Feeling: The Relevance and Versatility of Emotions on Social Media (C. Hotz-Behofsits, Wlömert, N., and Abou Nabout, N.)

- Proceedings of the 42nd INFORMS Marketing Science Conference (virtual), USA, 2020.
- Proceedings of the 40th INFORMS Marketing Science Conference, Philadelphia, USA. 2018.
- Proceedings of the 47th Conference of the European Marketing Academy (EMAC), Glasgow, United Kingdom. 2018.
- Proceedings of the 39th INFORMS Marketing Science Conference, Los Angeles, USA. 2017.

Why Advertisers Should Not Target Narrow Audiences: Insights from Spotify Ad Studio (I. Ahmadi, Abou Nabout, N., E. Maleki, and Skiera, B.)

- Proceedings of the 39th INFORMS Marketing Science Conference, Los Angeles, USA. 2017.

Publisher Selection at Private Ad Exchanges (S. Ada and Abou Nabout, N.)

- Proceedings of the 38th INFORMS Marketing Science Conference, Shanghai, China. 2016.
- Proceedings of the 45th Conference of the European Marketing Academy (EMAC), Oslo, Norway. 2016.

Top 20 for the Best Paper Award based on a Doctoral Work

The Reduced Customer Revenue of TV-Induced Online Shoppers (M. Stange, Abou Nabout, N., Uhl, C., and Funk, B.)

- Proceedings of the 38th INFORMS Marketing Science Conference, Shanghai, China. 2016.
- Proceedings of the 45th Conference of the European Marketing Academy (EMAC), Oslo, Norway. 2016.

The Risk of Programmatic Advertising: Website Quality Effects (E. Shehu, Abou Nabout, N., and Clement, M.)

- Proceedings of the 37th INFORMS Marketing Science Conference, Baltimore, Maryland, USA. 2015.
- Proceedings of the 44th Conference of the European Marketing Academy (EMAC), Leuven, Belgium. 2015.

An Analysis of the Profitability of Even Pacing in Real- Time Bidding (M. Heise, Abou Nabout, N., and Skiera, B.)

- Proceedings of the 37th INFORMS Marketing Science Conference, Baltimore, Maryland, USA. 2015.

Brand Bidding in Paid Search: Just Cannibalizing or Increasing Profit (N. Abou Nabout and Skiera, B.)

- Proceedings of the 42st Conference of the European Marketing Academy (EMAC), Istanbul, Turkey. 2013.
- Innovative Approaches to Measuring Advertising Effectiveness Conference, Wharton Customer Analytics Initiative, Philadelphia, USA. 2014.
- Doctoral Colloquium at the 40th Conference of the European Marketing Academy (EMAC), Ljubljana, Slovenia. 2011.
- Proceedings of the 32nd INFORMS Marketing Science Conference, Cologne, Germany. 2010.

PROSAD: A Bidding Decision Support System for PProfit Optimizing Search Engine Advertising (B. Skiera, Abou Nabout, N.)

- Proceedings of the 34th INFORMS Marketing Science Conference, Boston, Massachusetts, USA. 2012.
- Proceedings of the 41st Conference of the European Marketing Academy (EMAC), Lisbon, Portugal. 2012.
- Proceedings of the 12th INFORMS Conference on Business Analytics & Operations Research, Huntington Beach, California, USA. 2012.
- New Developments in the Practice of Marketing Science 2011-2012: Impact and Implementation, Washington D.C., USA (video of presentation available [here](#)). 2011.

Return on Quality Improvements in Search Engine Marketing (N. Abou Nabout, Skiera)

- Proceedings of the 33rd INFORMS Marketing Science Conference, Houston, Texas, USA. 2011.

BOOKS & BOOK CHAPTERS

- N. Abou Nabout and Ada, S. (2020): Overcoming Quality Issues in Digital Display Advertising Using Digital Dashboards. In: The Routledge Companion to Strategic Marketing, B.B. Schlegelmilch and Winer R.S. (Ed.), Routledge, New York, 449-465.
- B. Funk and Abou Nabout, N. (2016): Cross-Channel Real-Time Response Analysis. In: Programmatic Advertising: The Successful Transformation to Automated Data-Driven

- Marketing in Real-Time, O. Busch (Ed.), Springer International Publishing Switzerland, 141-151.
- S. Hristev and Abou Nabout, N. (2014): Echtzeithandel von Werbung im Real-Time-Advertising, in: Deutscher Dialogmarketing Verband e. V. (Ed.), Dialogmarketing Perspektiven 2013/2014: Tagungsband 8. wissenschaftlicher interdisziplinärer Kongress für Dialogmarketing, Springer Fachmedien, Wiesbaden, 243-260.
- B. Skiera and Abou Nabout, N. (2013): Gewinnmaximales Suchmaschinenmarketing, in: T. Schwarz (Ed.), Digital Commerce: Online den Umsatz steigern: Wie Multichannel, Social Web und Mobile den Handel verändern, Waghäusel, 241-248.
- N. Abou Nabout (2012): Optimal Search Engine Marketing, Dr. Kovač, Hamburg.

PUBLICATIONS IN MANAGEMENT-ORIENTED JOURNALS

- N. Abou Nabout, Shehu, E., and Clement, M. (2020): Brand Safety Probleme und Programmatic Advertising. d3con UPDATE.
- C. Hotz-Behofsits, Wlömert, N., and Abou Nabout, N. (2018): Influencer – Trendsetter für Ihre Follower und ein spannender Marketingkanal für Unternehmen, in: transfer Werbeforschung & Praxis, 63(3), 26-33.
- N. Abou Nabout (2015): Insitut für Interactive Marketing & Social Media, in: transfer Werbeforschung & Praxis, 61(1).
- B. Skiera and Abou Nabout N. (2013): Gewinnmaximales Suchmaschinenmarketing, in: Schwarz, Torsten (Ed.): Leitfaden Digital Commerce, 241-248.
- N. Abou Nabout and Skiera, B. (2013): Rechnet sich Brand Bidding?, absatzwirtschaft, 56(4), 36-39.
- B. Skiera, Abou Nabout, N., Vogel, S. (2012): Suchmaschinenmarketing: mit spitzer Feder rechnen, Bank und Markt, 3, 38-41.

MEDIA COVERAGE

- | | |
|-----------------------|--|
| Radio/TV/
Webinars | <ul style="list-style-type: none">• Die Presse (April 20, 2018): Die EU als Vorreiterin in Sachen Datenschutz? (article available upon request)• Wirtschaftswoche (December 5, 2017): Influencer – der reinste Kindergarten (article available here)• ZEIT ONLINE (November 26, 2017): #werbung #lifestyle (article available here)• W24 (November 22, 2017): 24 Stunden Wien (live TV interview on influencer marketing)• Ö1 Medienmagazin (August 4, 2017): Hass im Netz: Wie gut helfen Gesetze? (radio interview available upon request)• Marketing Börse (October 25, 2013): Echtzeithandel von Werbung im Real-time Bidding (video available here)• ZDF WISO (October 21, 2013): WISO-Duell: Amazon gegen Otto (video available upon request)• ZDF Zoom (July 25, 2012): Gnadenlos billig! (video available upon request) |
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| Online/ Offline
Newspapers/
Magazines | <ul style="list-style-type: none"> • new business (May 22, 2017): Gefahren im Werbeumfeld (article available upon request) • Horizont.at (March 10, 2017): Studie zum Einfluss des Umfelds auf die Werbewirkung präsentiert (article available here) • Frankfurter Allgemeine Sonntagszeitung (March 31, 2013): Leute der Woche (article available upon request) • Frankfurter Allgemeine Zeitung (March 26, 2013): Wie für die Uni gemacht (article available upon request) |
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TEACHING PORTFOLIO

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| MBA/
Executive
Education | <p>Technical University Munich, Germany</p> <ul style="list-style-type: none"> • How Technology Influences the Online Marketing of the Future (WS 2014) <p>Özyeğin University, Istanbul, Turkey</p> <ul style="list-style-type: none"> • Online Advertising (SS 2013) |
| PhD | <p>WU Vienna, Austria</p> <ul style="list-style-type: none"> • Marketing Research Seminar (since WS 2019) • docs@work: Doctoral thesis presentations: Interactive Marketing & Social Media (since SS 2015) • Interdisciplinary Research Seminar: Doing Data Science (WS 2015) <p>Technical University Munich, Germany</p> <ul style="list-style-type: none"> • Digital Marketing (SS 2015) <p>Goethe University Frankfurt, Germany</p> <ul style="list-style-type: none"> • Marketing Pre-Course (WS 2013) |
| Master | <p>WU Vienna, Austria</p> <ul style="list-style-type: none"> • Marketing Study Project (since SS 2015) • Advanced Marketing Research Methods (WS 2015, SS 2016) • Marketing Communications (SS 2016, SS 2018, SS 2020) • Interactive Marketing & Social Media: Computational Online Advertising (WS 2015, WS 2016) • Marketing Research (WS 2014) <p>Technical University Munich, Germany</p> <ul style="list-style-type: none"> • New Technologies in Marketing (SS 2014) |
| Bachelor | <p>WU Vienna, Austria</p> <ul style="list-style-type: none"> • Digital Marketing (since WS 2015) • Applications of Data Science (WS 2017) • Data Science Lab (SS 2017) • Digital Marketing Consulting Project (SS 2015) • Digital Marketing Simulation: Stukent (SS 2015) <p>Goethe University Frankfurt, Germany</p> <ul style="list-style-type: none"> • Electronic Commerce (WS 2013, SS 2012) • Seminar on Real-Time Bidding and Ad Exchanges (WS 2012) |

GOVERNANCE & ACADEMIC SERVICE

Committees

WU Vienna

- Hiring committees
 - Distributed ledgers and token economy 2, 2020
 - Marketing with focus on retailing and data science (deputy head), 2020
 - Marketing in a digital economy (head), 2019
 - Distributed ledgers and token economy 1, 2019
 - Finance, 2017
- Member of the senate, 2019-present
- Member of the “Studienkommission”, 2016-2018
- “Doktoratsbeauftragte” of the marketing department, 2016-2018
- Member of the committee “Excellent Teaching Award,” 2016-2018

Other

WU Vienna

- Organizer of the marketing department’s seminar series, 2019-present
- Mentor at WU4YOU’s scholarship program, 2017
- Organizer of WU Matters. WU Talks. November 2017 (video available [here](#))
- Initiator & organizer of the marketing department’s colloquium, 2015-2017
- Selection of Erasmus students for WU’s partner universities, 2015-present